

# BRADFORD 1966

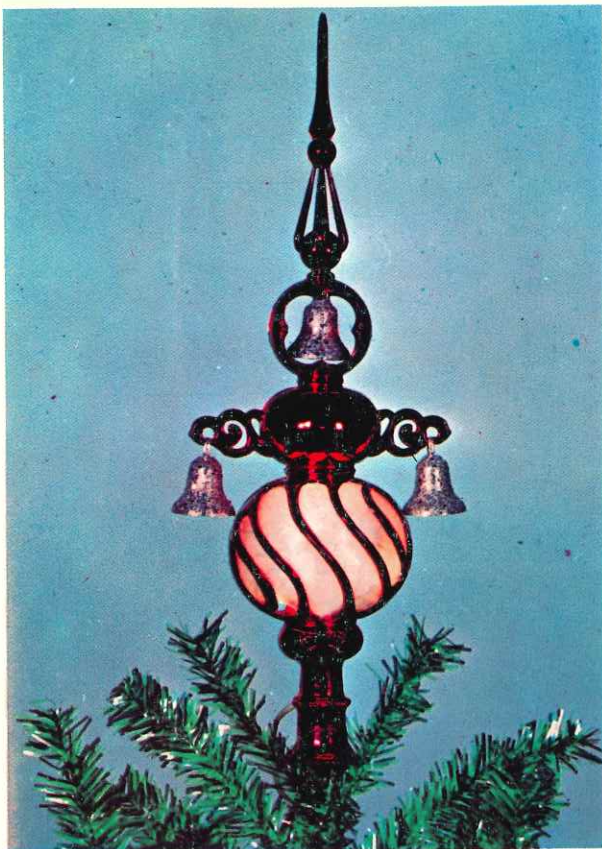


**CHRISTMAS DECORATIONS**  
the  
**UNBREAKABLE KIND**

**BRADFORD NOVELTY CO., INC.**  
**200 FIFTH AVENUE**  
**NEW YORK 10, NEW YORK**

**LASTING BEAUTY IN A DAZZLING ARRAY OF ORIGINAL AND TRADITIONAL DESIGNS**

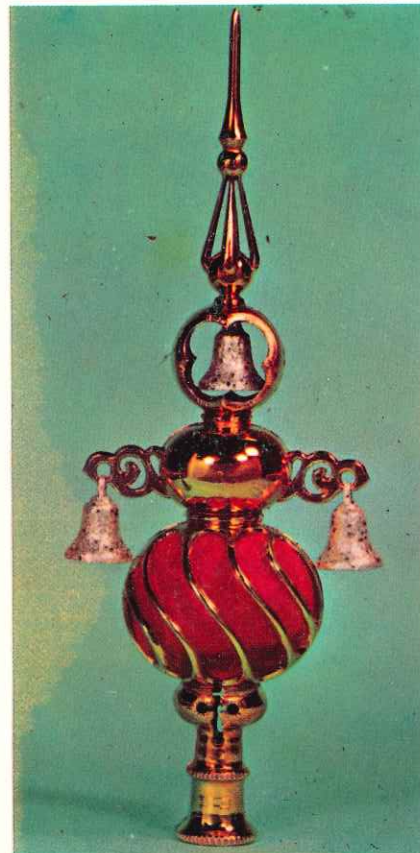




NO. 28



NO. 29



NO. 19



NO. 29



NO. 2122



## UNBREAKABLE TREETOPS

NO. 19 PLATED TREE SPIRE (8 1/4"). Ball with Christmas motif design is topped by graceful spire. Individually boxed. Assorted colors. 3 dozen to shipping carton. Weight 8 lbs.

NO. 2122 TREE SPIRE (10"). Indented faceted ball surrounded by 5 points of a star and topped by tree spire. Individually boxed. Assorted colors with plated and glitter finish. 3 dozen to shipping carton. Weight 8 3/8 lbs.

NO. 21 TREE SPIRE (10"). Same as No. 2122 except packed 1 dozen to tray. 3 dozen to shipping carton. Weight 4 3/4 lbs.

NO. 22 PLATED TREE SPIRE (10"). Same as No. 2122 except Silver only with 5 Red star points. Packed 1 dozen on tray. 3 dozen to shipping carton. Weight 4 3/4 lbs.

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\*NO. 28 ELECTRIFIED CARRILLON SPIRE (14"). Ball with White angel hair topped by spire with 3 bells. Individually boxed. 1 dozen Gold, Red and Silver assorted to shipping carton. Weight 7 1/2 lbs.

NO. 29 CARRILLON SPIRE (14"). Ball with White angel hair topped by spire with 3 bells. Individually boxed. 1 dozen Gold, Red and Silver assorted to shipping carton. Weight 6 1/2 lbs.

\*U. L. APPROVED



## UNBREAKABLE TREETOPS

\*NO. 35 ELECTRIFIED CELESTIAL LIGHT (9 $\frac{3}{4}$ "'). Can be used as treetop or versatile home display. Projects flickering, multi-color lights which radiate throughout room. Individually boxed. 1 dozen to shipping carton. Weight 14 lbs. Patent pending.



NO. 35

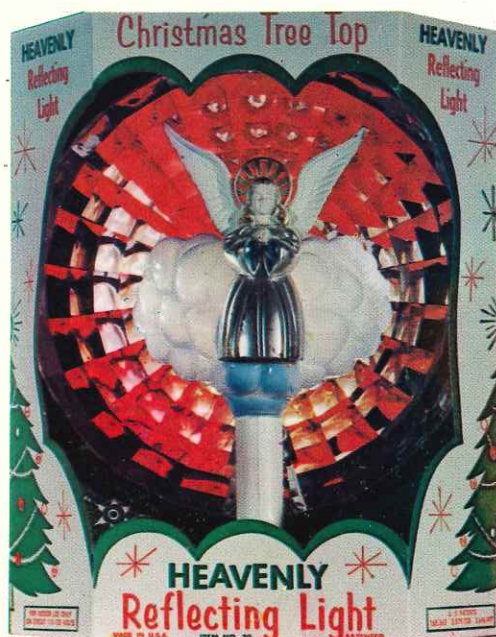
\*NO. 20 ELECTRIC ANGEL TREETOP (10"). C7 $\frac{1}{2}$  bulb and spinner concealed behind clouds cause colored lights to flow from faceted plated reflector. Individually boxed. 1 dozen to shipping carton. Weight 10 $\frac{1}{4}$  lbs. Patented. Pat. Nos. 2616197, 2579725, 165363.

\*U. L. APPROVED

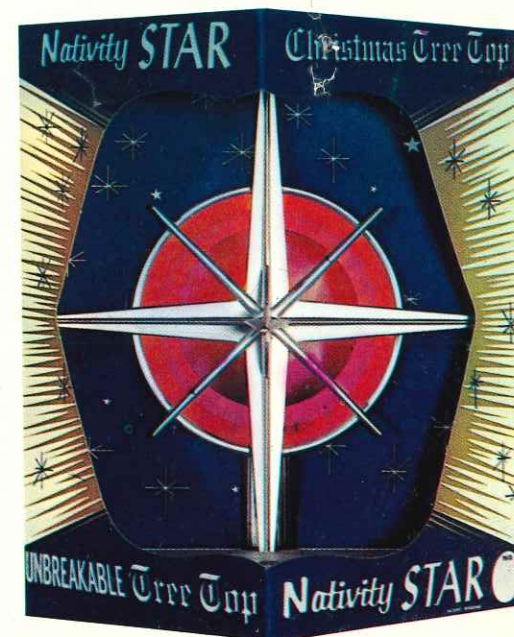
\*NO. 23 ELECTRIFIED CHRISTMAS CAROUSEL (10"). Can be used as treetop or versatile home display. Revolving pictorial Christmas scene projects cascades of light throughout room. Individually boxed. 1 dozen to shipping carton. Weight — 12 $\frac{1}{2}$  lbs.



NO. 25 TREE TOP. 5" reflector ball with angel interior. Individually boxed. 2 dozen to shipping carton. Weight — 12 $\frac{1}{2}$  lbs.



NO. 30 ELECTRIFIED NATIVITY STAR (10"). Plated in Silver. Individually boxed. 1 dozen to shipping carton. Weight 7 $\frac{1}{2}$  lbs.



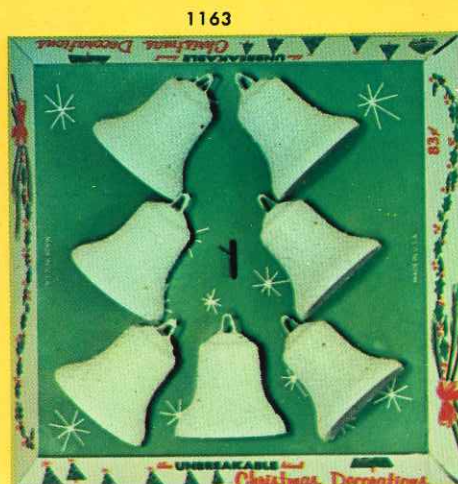


# BELLS

## CLEAR VIEW PACKS

### No. 490 NEW DECORATIVE ORNAMENT HANGERS

Now you can enhance the beauty of the tree by using attractive Bradford ornament hangers. Each hanger itself is a beautiful decoration, 1 3/4" high. Three different designs - bells, bows and leaves-36 pieces to a set. Delicate open hook accommodates all types of ornaments. Each set packed in display box. 6 dozen packs to shipping carton, weight 6 lbs.



Merchandise illustrated can be ordered in bulk packing.

- 51 2" plated bell.
- 57 1" plated bell.
- 58 1 3/4" plated bell.
- 101 3" plated bell.
- 161 2" glitter bell.
- 163 3" crystalline bell.
- 164 3" glitter bell.



- 1016 8- 3" solid color plated bells
- 1160 10-2 1/2" crystalline bells.
- 1161 10-2 1/4" glitter bells.
- 1163 7- 3" crystalline bells.
- 1164 7- 3" glitter bells.

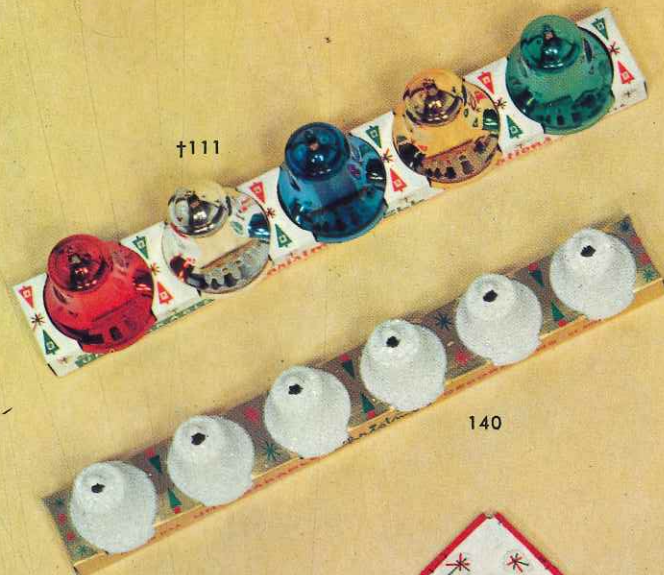
1161

1164



# BELLS

A variety of sizes, designs, colors and finishes in an assortment of attractive packages. They are all BEAUTIFUL — and UNBREAKABLE, too. All packs supplied in assorted colors to the tray, except where indicated by \* supplied solid colors to the tray and assorted to the shipping carton. † indicates item also supplied solid colors to shipping carton.



†111

140



143



128



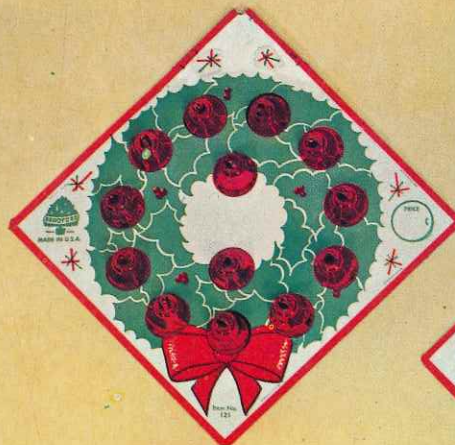
159



†141



†144



\*121



\*110



\*122

## TRAY PACKS

3 dozen packs to shipping carton. Weight — 6 lbs.

Each shipping carton also serves as a merchandiser.

- †111 5-3" solid color bells.
- 123 an assortment of items 111, 144 and 143.
- 140 6-2" crystalline bells.
- †141 6-2" glitter bells.
- 143 4-3" crystalline bells.
- †144 4-3" glitter bells.

## MISTLETOE BELLS

Bells and Mistletoe Sprays create novelty kissing bell packs. Individually carded, 3 dozen to a shipping carton. Weight — 5 lbs.

128 Mistletoe car and home decoration.

159 Individual 3" bell with mistletoe spray, bow and hanger.

## VALUE PACKS

3 dozen packs to a shipping carton.

- \*110 7-2 1/4" plated bells.
- \*121 4 foot garland of 1" plated bells. Bells can be detached and used individually.
- \*122 9-1 3/8" plated bells.



## A MOVING PICTURE BALL

### SANTA WINKS



239

### SANTA SMILES



### SANTA WISHES YOU A MERRY CHRISTMAS



## POPULAR SIZE BALLS 2", 2 1/2" and 3".

Bradford introduces a new concept in Christmas Tree ornaments. Each ball has a window through which you can see moving pictures, three-dimensional scenes, Christmas figures, floral decorations or a stained-glass Nativity Scene. Bradford also presents a new aurora multi-colored rainbow finish and a new crystalline finish. All balls 2 1/2" in diameter, available 1 dozen to display box and 1 gross to shipping carton or 3 dozen tray packs to shipping carton.

- 208 Window Ball  
Available in tray pack as 218.
- 230 Ball with aurora or rainbow finish  
Available in tray pack as 270.
- 233 Window Ball with 3-dimensional Christmas scene  
Available in tray pack as 273.
- 234 Window Ball with stained-glass Nativity Scene  
Available in tray pack as 274.
- 238 Window Ball with assortment of Christmas figures and floral designs  
Available in tray pack as 278.
- 239 Window Ball with moving pictures  
Available in tray pack as 279.
- 263 Ball with crystalline finish  
Available in tray pack as 243.



238

208

233

263

234

230



- †201 12— 2" plated faceted balls.
- †203 12— 2" plated solid color balls.
- †204 12— 2 1/2" plated faceted balls.
- †205 12— 2 1/2" plated solid color balls.
- 260 12— 2" crystalline balls.
- 261 12— 2" glitter balls.
- 263 12— 2 1/2" crystalline balls.
- 264 12— 2 1/2" glitter balls.

New type of skin packing highlights finish of merchandise within. All packed 2 dozen packs to shipping carton, weight — 8 1/2 lbs., except items 204, 1260 and 1261 packed 1 dozen to shipping carton, weight — 5 lbs.

- 265 12— 3" glitter balls.
- †1014 8— 2 1/2" plated solid color balls.
- †1204 8— 2 1/2" plated faceted balls.
- 1260 10— 2" crystalline balls.
- 1261 10— 2" glitter balls.
- 1263 7— 2 1/2" crystalline balls.
- 1264 7— 2 1/2" glitter balls.

1261



1260

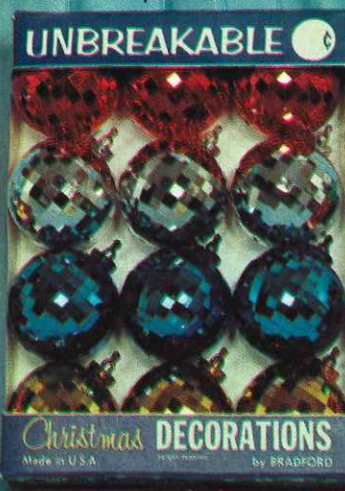
1263



1264



†204



## CLEAR VIEW PACKS

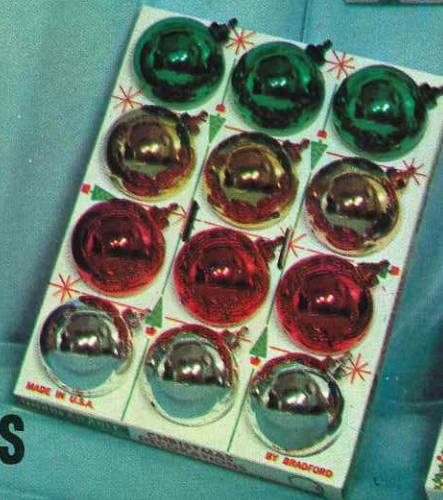
†1204



†201



†203



†1014



THE CLASSICS OF THE TREE READY FOR A LIFETIME OF USE, THANKS TO BRADFORD'S UNBREAKABLE CONSTRUCTION AND TIMELESS DESIGNS. ALL PACKS SUPPLIED IN ASSORTED COLORS TO THE VIEW PACK, TRAY OR BOX. † INDICATES ITEM ALSO SUPPLIED IN SOLID COLORS TO THE SHIPPING CARTON.



# TRAY PACKS

EACH TRAY PACK OVERWRAPPED WITH SKIN TIGHT TRANSPARENT FILM. 3 DOZEN PACKS TO SHIPPING CARTON.  
† INDICATES ITEM ALSO SUPPLIED SOLID COLORS TO SHIPPING CARTON.



277



241



240



†211



†213

245 3— 3" assorted glitter and crystalline balls. 5 1/2 lbs.  
277 6— 2 1/2" plated mirrored balls. 8 1/4 lbs.

Item	Description	Shpg. Ctn. Weight
†211	6— 2" plated faceted balls.	6 3/4 lbs.
†213	6— 2" plated solid color balls.	6 3/4 lbs.
†214	5— 2 1/2" plated faceted balls.	8 1/4 lbs.
†215	5— 2 1/2" plated solid color balls.	8 1/4 lbs.
240	6— 2" crystalline balls.	6 3/4 lbs.
241	6— 2" glitter balls.	6 3/4 lbs.
243	4— 2 1/2" crystalline balls.	6 1/2 lbs.
244	4— 2 1/2" glitter balls.	6 1/2 lbs.

245



244



243



†215



†214

2113 An assortment of items 211, 213, 240 and 241.  
2456 An assortment of items 214, 215, 243 and 244.  
(see page 6 for additional tray packs)

6 3/4 lbs.  
7 1/2 lbs.





513

## STAR PACKS

Each pack contains 4 4 3/4" Stars of Bethlehem. 1 dozen packs to shipping carton, weight — 4 lbs., except item #51501 packed 2 dozen, weight — 7 1/2 lbs. Patented. Pat. No. 178826.

- 515 4 plated stars  
Available in bulk packing as 555.
- 51502 4 glitter stars  
Available in bulk packing as 55502.
- 513 4 crystalline stars  
Available in bulk packing as 553.
- 51501 An assortment of items 515, 51502 and 513.

## FANCY ORNAMENTS

A variety of unique and traditional shapes. Ideal for tree and home decoration. All items attractively packaged in assorted colors.



515

## TEAR DROP PACKS

Each pack contains 5 5 1/4" Tear Drops packed 1 dozen to shipping carton, weight — 3 5/8 lbs., except item #77901 packed 2 dozen, weight — 7 lbs.

- 779 5 plated tear drops  
Available in bulk packing as 775.
- 77902 5 glitter tear drops  
Available in bulk packing as 77502.
- 773 5 crystalline tear drops  
Available in bulk packing as 77503.
- 77901 An assortment of items #779, 77902 and 773.



779



773



77902



51502

## JEWELED FRUIT

Unique 3 1/2" Apple, Pear, Orange and 7 1/2" Banana. Each piece imbedded with assorted color jewels.

- 330 Apple, 332 Pear, 334 Orange and 336 Banana in natural colors, packed 2 dozen to box and 6 dozen assorted fruits to shipping carton. Weight — 9 lbs.
- 331 Apple, 333 Pear, 335 Orange and 337 Banana in antique white and gold finish, packed 2 dozen to box and 6 dozen assorted fruits to shipping carton. Weight — 9 lbs.
- 364 — An assortment of 6 natural color fruits in a display box. 1 dozen boxes to a shipping carton, weight 9 lbs.
- 365 — An assortment of 6 antique white and gold fruits in a display box. 1 dozen boxes to a shipping carton, weight 9 lbs.

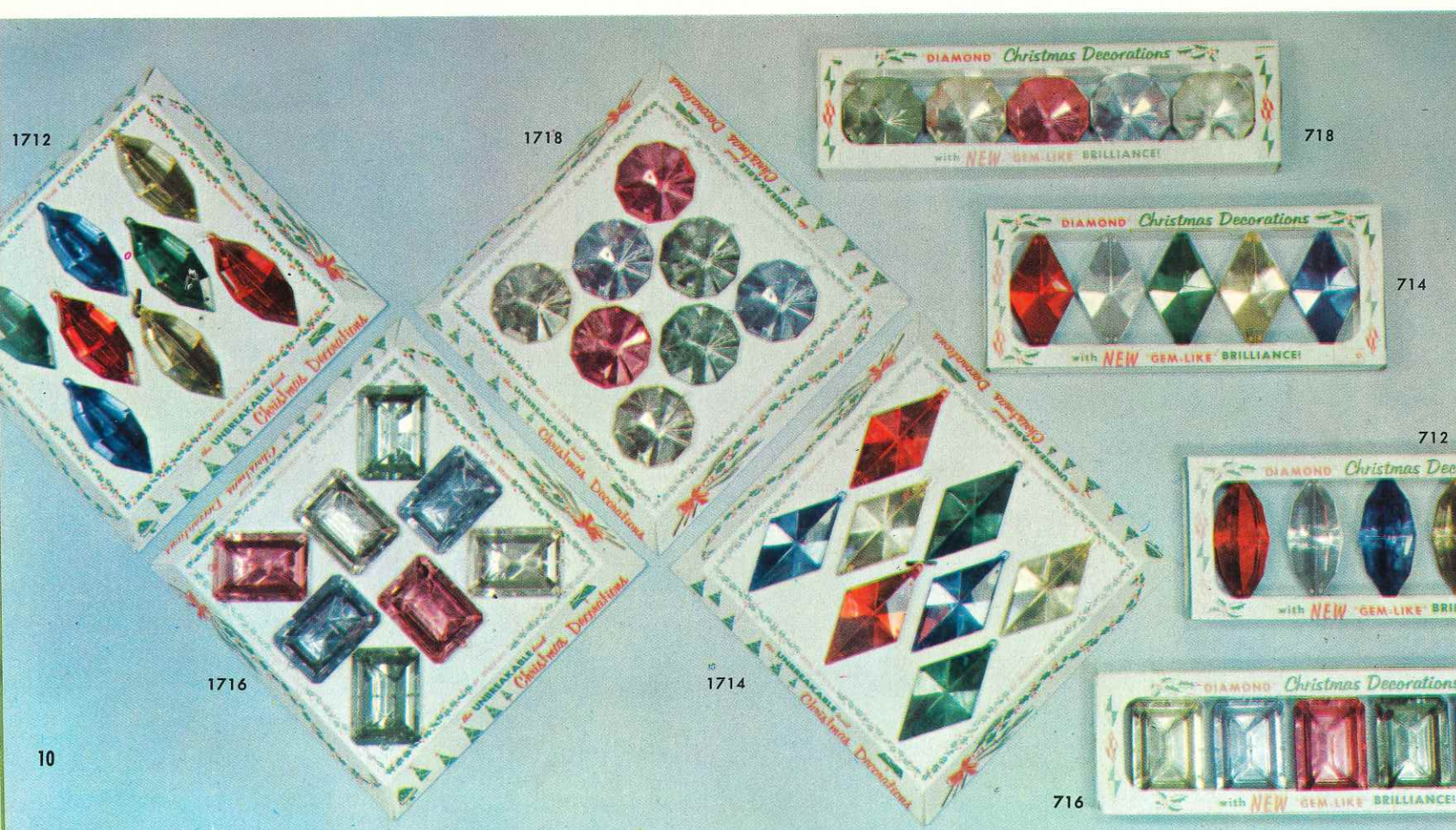






# YULE GEMS

Bradford introduces a line of 4 matched diamond shapes to decorate the home and Christmas Tree. A multitude of plated cuts in each diamond reflect the light and make them sparkle. Each shape available with colorful figure and floral inserts.



# CLEAR VIEW PACKS

Skin packing highlights sparkling diamonds within. 1 dozen packs to shipping carton. Weight—6 lbs.

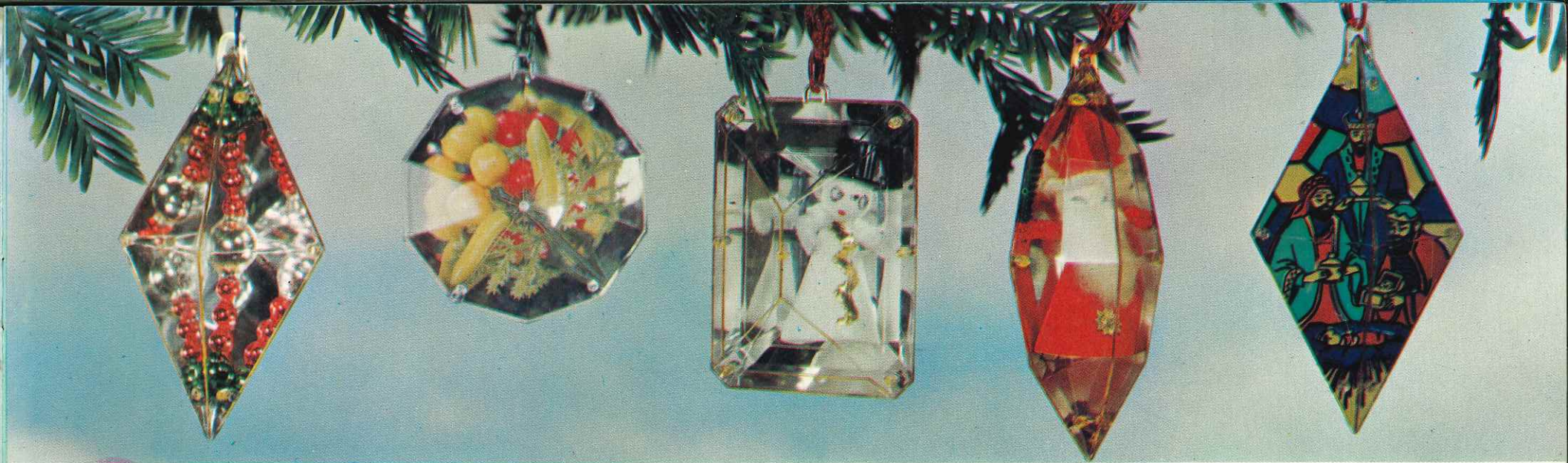
- 1712 8— 4" marquise
- 1714 8— 4" diamonds.
- 1716 8— 3" emerald cuts
- 1718 8— 2 3/4" solitaires
- 1724 8— 4" diamonds with stained glass Nativity Scene interior

# MANUFACTURERS PACKS

Merchandise illustrated can be ordered in bulk packing.

- 702 4" marquise
- 704 4" diamond
- 706 3" emerald cut
- 708 2 3/4" solitaire





## YULE GEM PACKS

3 dozen packs to shipping carton.  
Packs with interior decoration  
weigh 10 lbs. Packs without  
interior decorations weigh 8 lbs.

- 711 5-4" marquise with  
assorted interior  
decorations.
- 712 5-4" marquise.
- 713 5-4" diamonds with  
assorted interior  
decorations.
- 714 5-4" diamonds.
- 715 5-3" emerald cuts  
with assorted interior  
decorations.
- 716 5- 3" emerald cuts.
- 717 5-2 3/4" solitaires with  
assorted interior  
decorations.
- 718 5-2 3/4" solitaires.
- 724 5- 4" diamonds with  
stained glass Nativity  
Scene interior.





- 427 3 plated  $4\frac{1}{2}$ " Wise Men with attractively colored Red, Blue and Green robes  
 623 3 crystalline  $3\frac{1}{4}$ " prancing Reindeer  
 627 3 plated  $3\frac{1}{4}$ " prancing Reindeer  
 62702 3 glitter  $3\frac{1}{4}$ " prancing Reindeer  
 62701 assortment of items 623, 627 and 62702  
 812 2 Gold glitter  $3\frac{1}{4}$ " Reindeer and 4" Gold glitter Sled  
 1125 an assortment of  $4\frac{1}{2}$ " Angels in plated and glitter 3-packs. Plated Angels have White trim with Gold Halo. Glitter supplied in Gold only.

## CHRISTMAS FIGURE PACKS

A varied line of unbreakable Christmas figures, ideal for tree and home decoration. Each is attractively packaged in a display pack, 2 dozen packs to the shipping carton. Weight — approximately 5 lbs.  
 Item 62701 packed 2 dozen, Weight —  $8\frac{1}{4}$  lbs.



427



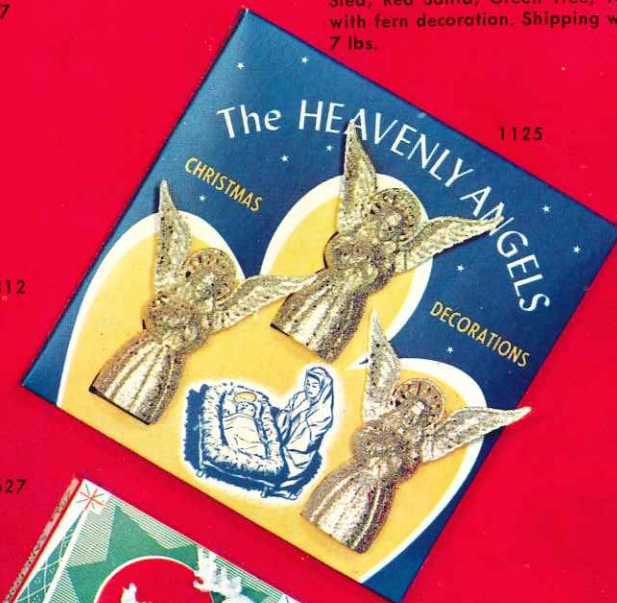
812



627



802P



1125



623

## SLED SETS

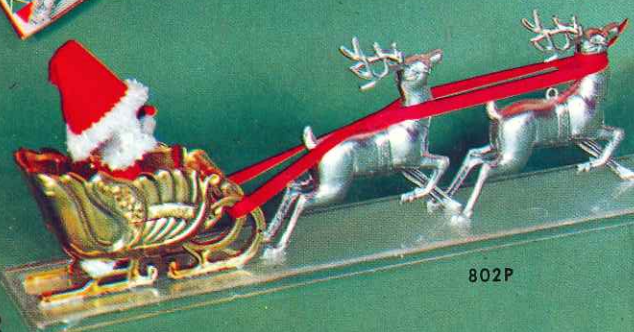
Ideal as centerpiece, mantle decoration, or under tree. Packed 1 dozen to shipping carton.

- 802P 2 Silver plated Reindeer, Gold plated Sled, Red Santa 12" base. Shipping carton weight —  $5\frac{1}{2}$  lbs.  
 804P 4 Silver plated Reindeer, Gold plated Sled, Red Santa, Green Tree, 15" base with fern decoration. Shipping weight — 7 lbs.

## MANUFACTURERS PACKS

Certain of the above items can be ordered in bulk pack, as follows:

- 606 White  $3\frac{1}{4}$ " prancing Reindeer  
 607 Silver plated  $3\frac{1}{4}$ " prancing Reindeer  
 60702 glitter  $3\frac{1}{4}$ " prancing Reindeer  
 60703 crystalline  $3\frac{1}{4}$ " prancing Reindeer  
 810 Silver or Gold plated 4" Sled  
 1105 Silver plated  $4\frac{1}{8}$ " Angel with White trim and Gold halo



802P



804P





4164



4161



4164



4163



4161



4163



4263



4265



4263

## BRADWINKLE FIGURES

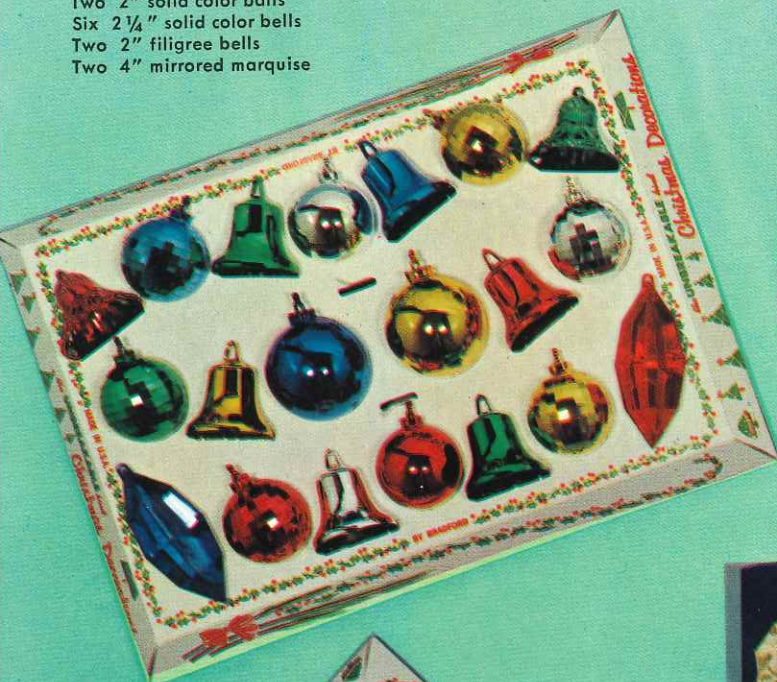
A NEW LINE OF BALL AND BELL ORNAMENTS DESIGNED IN THE SHAPE OF CHRISTMAS FIGURES. IDEAL AS TREE AND HOME DECORATIONS. THESE PIXIES, ANGELS, CLOWNS, ETC. TICKLE THE IMAGINATION AND ADD A GAY DIMENSION TO THE CHRISTMAS SPIRIT. EACH ASSORTED COLOR SET PACKED ON INDIVIDUAL DISPLAY TRAY, 2 DOZEN TRAYS TO SHIPPING CARTON, WEIGHT — APPROXIMATELY 5¾ LBS., EXCEPT ITEM 4265 PACKED 3 DOZEN, WEIGHT — 8 LBS.

- 4161 4—3½" assorted ball and bell figures  
 4163 2—5½" assorted bell figures  
 4263 2—5½" assorted ball figures

- 4164 3—4½" assorted ball and bell figures  
 4265 large 6½" ball figure with sitting ballerina



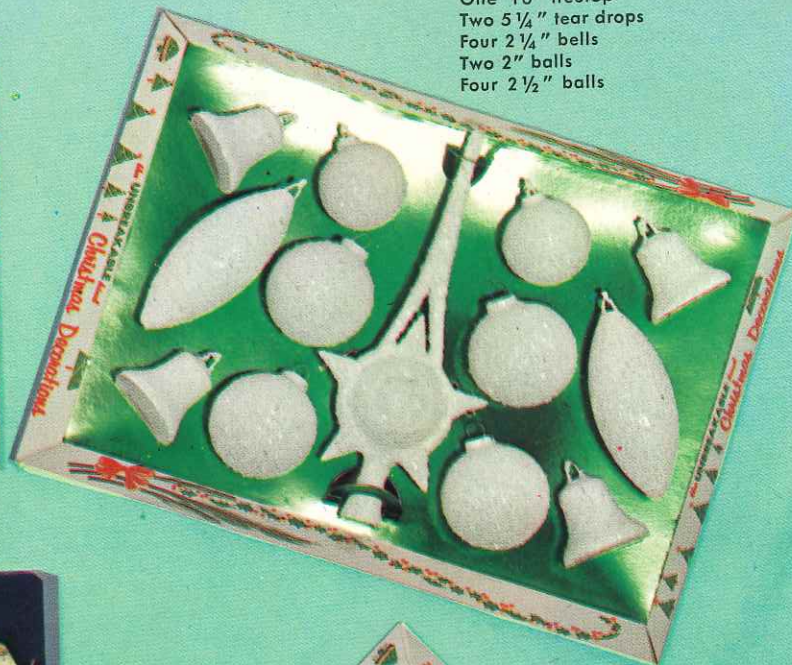
**921 MULTI VALUE ASSORTMENT**  
 20 Pieces including 6 varied styles.  
 Two 2½" solid color balls  
 Six 2" faceted balls  
 Two 2" solid color balls  
 Six 2¼" solid color bells  
 Two 2" filigree bells  
 Two 4" mirrored marquise



**905 YULE GEM ASSORTMENT**  
 Two 4" Marquise  
 Two 4" Diamonds  
 Two 3" Emerald Cuts  
 Two 2¾" Solitaires



**923 LARGE TRIM-A-TREE CRYSTALLINE ASSORTMENT.**  
 13 Pieces including 1 treetop and 4 varied ornaments.  
 One 10" treetop  
 Two 5¼" tear drops  
 Four 2¼" bells  
 Two 2" balls  
 Four 2½" balls



**907 PLATED TRIM-A-TREE ASSORTMENT**  
 An 8¼" tree top and a set of 8 assorted color ornaments to decorate the tree.

One 8¼" tree spire  
 Two 2½" solid color balls  
 Two 2" solid balls  
 Two 2¼" solid color balls  
 Two 2" filigree bells



**920 JEWEL BOX**  
 15 Yule Gems with assorted interior decorations.  
 Four 4" Diamonds  
 Four 4" Marquise  
 Three 3" Emerald Cuts  
 Four 2¾" Solitaires



**902 TEN PIECE ASSORTMENT**  
 Four 2¼" solid bells  
 Four 2" faceted balls  
 Two 4" mirrored diamonds

## ASSORTMENTS

Both large and small assortments are packed in clear view packs, a sensational new type of skin packing which highlights the plated merchandise within. 1 dozen assortments to shipping carton. Small assortments consist of items 902, 905 and 907 and weigh approximately 6 lbs. Large assortments consist of items 920, 921 and 923 and weigh approximately 11 lbs.



## GARLANDS

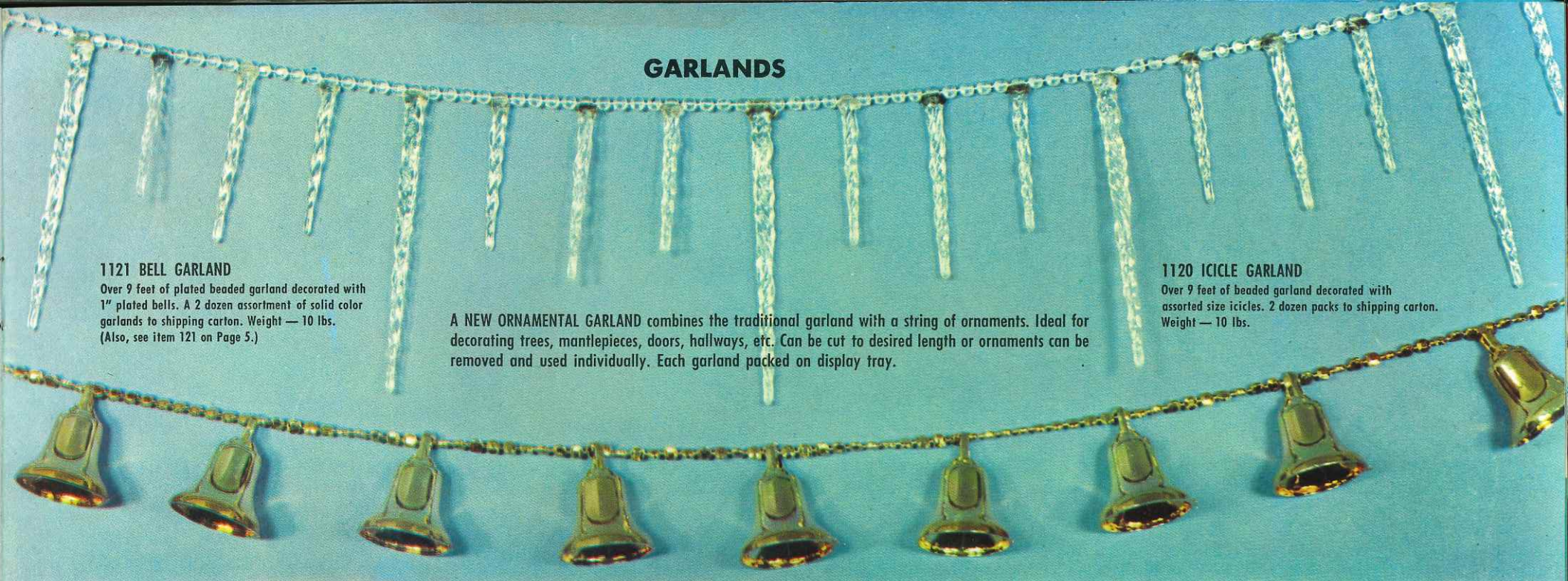
### 1121 BELL GARLAND

Over 9 feet of plated beaded garland decorated with 1" plated bells. A 2 dozen assortment of solid color garlands to shipping carton. Weight — 10 lbs. (Also, see item 121 on Page 5.)

### 1120 ICICLE GARLAND

Over 9 feet of beaded garland decorated with assorted size icicles. 2 dozen packs to shipping carton. Weight — 10 lbs.

A NEW ORNAMENTAL GARLAND combines the traditional garland with a string of ornaments. Ideal for decorating trees, mantlepieces, doors, hallways, etc. Can be cut to desired length or ornaments can be removed and used individually. Each garland packed on display tray.



## GARLAND CENTER



### #12 GARLAND MERCHANDISER

A new approach to selling Christmas garlands. An assortment of various size and style garlands are displayed in their natural hanging position in a corrugated merchandiser. See separate photo of individual garlands.

#### BRADFORD'S GARLANDS ALSO INCLUDE:

Chain link style Italian holly in two-tone green with clusters of red berries. 9½ feet long. Supplied both in 2" diameter and 4" diameter.

Italian style large holly leaves with clusters of red berries and pointsettia. 9½ feet long, 5" in diameter. Supplied in both a two-tone green and a plated Gold color.





## NEW BOUTIQUE LINE

Bradford introduces its NEW BOUTIQUE line of unusual door, table and hanging decorations wreaths, sprays, and novelty light sets. Now Bradford makes available a line of fashionably designed Christmas merchandise at moderate prices.



7205



7185



7200

- 7185 18" green holly wreath trimmed with 6 plated bells and ribbon bow. Packed 1 dozen to shipping carton. Weight — 17 lbs.
- 7200 20" green holly wreath trimmed with ribbon bow. Packed 1 dozen to shipping carton. Weight — 18½ lbs.
- 7205 20" holly wreath with high fashioned plated gold and silver finish and ribbon bow. Packed 1 dozen to shipping carton. Weight — 18½ lbs.



## WREATHS

All holly wreaths have new attractive Italian style holly. All wreaths are individually packed in clear view display packs.

7167



- 7143 14" green holly wreath trimmed with 2 gold bells. Packed 2 dozen to shipping carton. Weight — 13 1/2 lbs.  
7167 16" green holly wreath trimmed with a glitter bell and 4 glitter reindeer. Packed 1 dozen to shipping carton. Weight — 11 1/8 lbs.

7225

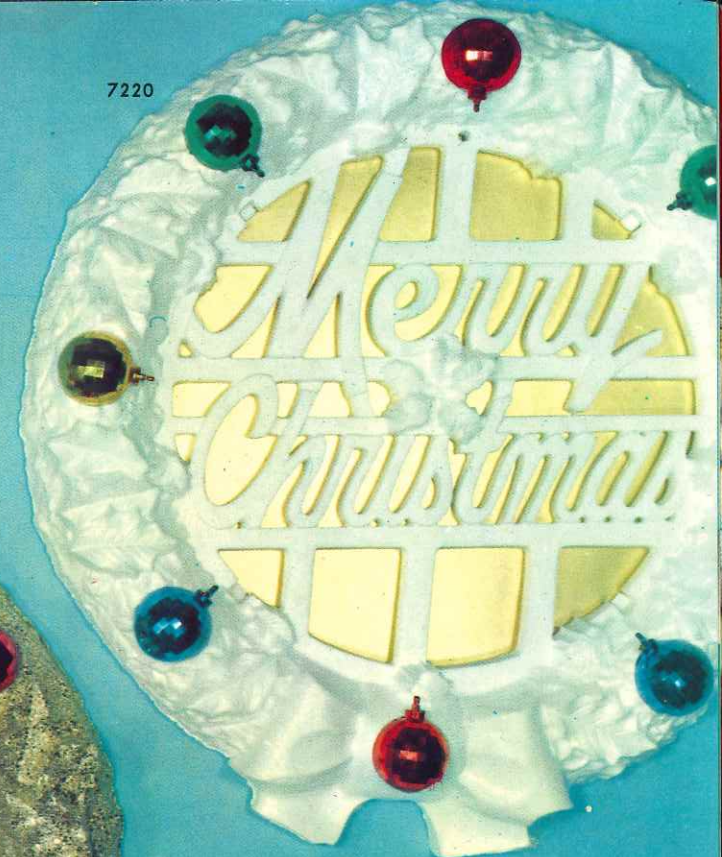


7143



- 7220 22" foam wreath with 8 contrasting color plated balls imbedded in white wreath. Packed 1 dozen to shipping carton. Weight — 10 3/8 lbs.  
7223 22" foam wreath with musical movement, crystalline finish and decorated with contrasting color balls. Packed 1 dozen to shipping carton. Weight — 11 lbs.  
7225 22" foam wreath with sparkling glitter finish and contrasting color balls. Packed 1 dozen to shipping carton. Weight — 10 3/8 lbs.

7220



7223





## DOOR TREES AND SPRAYS



7704



7790



7731



7792



7700

### DOOR TREES

Each item packed in corrugated window box, 6 pieces to shipping carton.  
Weight — 9 lbs.

7790 25" Plated Green Vinyl Door Tree decorated with assorted color faceted balls, angels and ribbon bow.

7792 25" Plated Gold Holly Door Tree decorated with contrasting color bells, pixie, reindeer and ribbon bow.



7703

### SPRAYS

Each item packed individually in clear view display pack.

7700 15" Green Holly Spray with cluster of assorted color faceted balls and ribbon bow. Packed 1 dozen. Weight — 5 lbs.

7703 Assortment of Gold, Silver and Green 11" Holly Sprays trimmed with cluster of contrasting color plated balls or bells. Packed 2 dozen. Weight — 7 lbs.

7704 14" Pine Spray with contrasting color plated bells, reindeer and ribbon bow. Packed 1 dozen. Weight — 5 lbs.

7731 18" Holly Cane decorated with berries, bell and ribbon bow. Packed 2 dozen. Weight — 7 lbs.

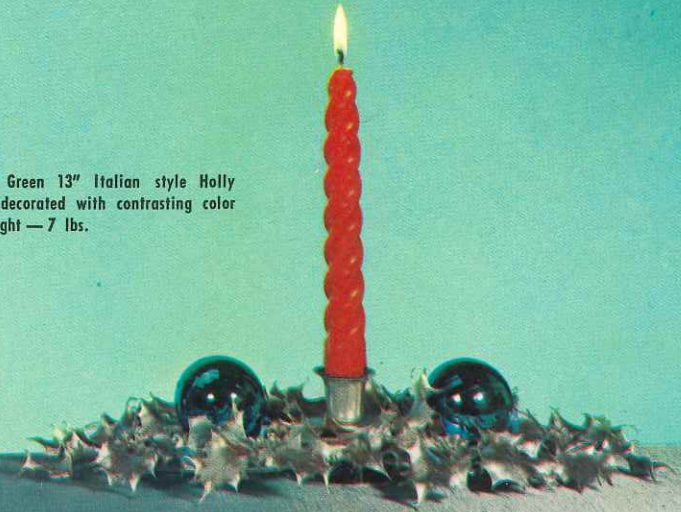


## CANDLE HOLDERS

1001 Gold Candle Trimmer with 12 plated bells. Individually boxed. Packed 1 dozen. Weight — 6 lbs.



7505 Assorted Gold, Silver and Green 13" Italian style Holly Candle Holder Centerpiece decorated with contrasting color balls. Packed 2 dozen. Weight — 7 lbs.



## TABLE TREES

Individually boxed, 6 pieces to shipping carton. Weight — 21 lbs.

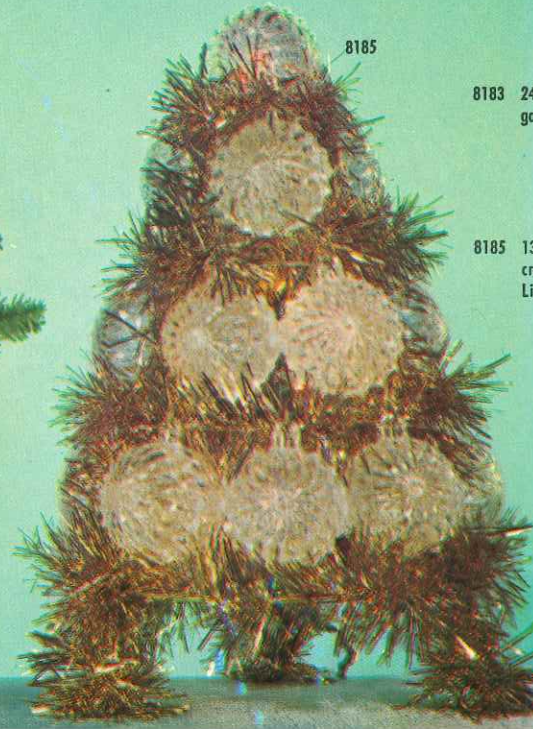
8189



8183



8185



8189 13" Holly Tree decorated with 3 layers of gold faceted balls.

8183 24" Cypress Tree decorated with plated bell garland.

8185 13" Electrified Crystal Tree. 4 tiers of cut crystal balls bordered by fringe of gold tinsel. Light penetrates from within.



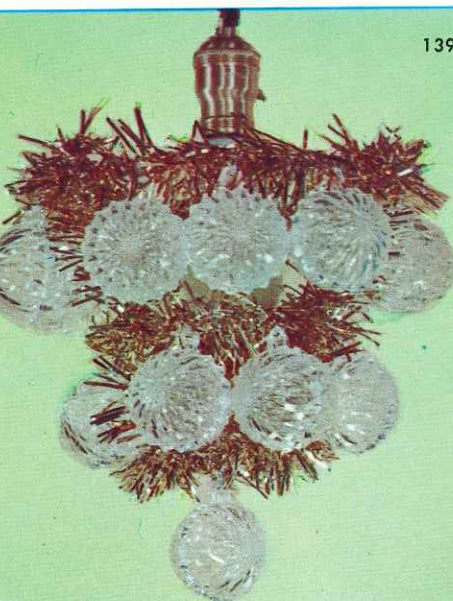
## HANGING DECORATIONS AND CLUSTERS

ING MISTLETOE  
LL CLUSTER



7595 6 3/4" Italian-style Holly Cluster with roses, gold faceted balls and stem for hanging. Individually boxed. Packed 2 dozen. Weight — 5 lbs.

7590 6" Mistletoe Cluster with gold faceted balls and stem for hanging. Individually boxed, 2 dozen to shipping carton. Weight — 7 lbs.



6200 13" Crystal Tinsel Chandelier. 3 tiers of cut crystal balls, each tier fringed with border of gold tinsel. Light shines from within. Individually boxed. Packed 1 dozen. Weight — 8 lbs.

136 6" Glitter Bell. Packed 1 dozen. Weight — 1 lb.  
13603 6" Crystalline Bell. Packed 1 dozen. Weight — 1 lb.



138 8" Glitter Bell. Packed 1 dozen. Weight — 1 1/4 lbs.  
13803 8" Crystalline Bell. Packed 1 dozen. Weight — 1 1/4 lbs.



139 14" Full Plated Bell — assorted gold and blue/green vinyl. Decorated with contrasting color faceted balls, pixies and cord for hanging. Packed 1 dozen. Weight — 7 lbs.



3051 Ornament Cluster. Assortment of 3 ball and 3 bell clusters in plated, glitter and crystalline finishes. Ideal for decorating Scotch Pine trees, windows, doors, etc. Individually carded. Packed 3 dozen. Weight — 5 lbs.

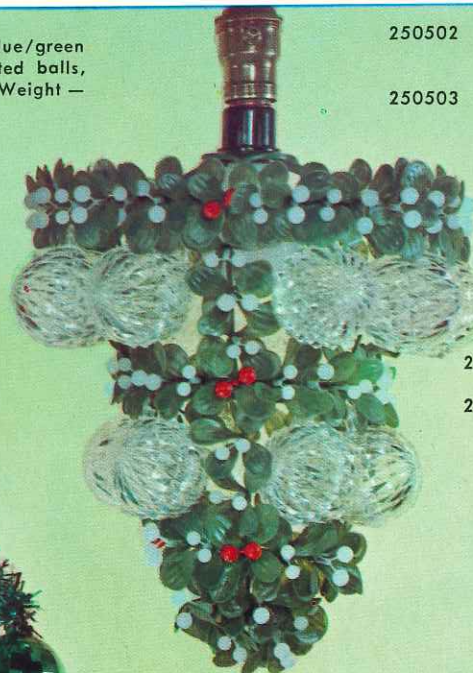
2545 5" Plated Musical Ball. Individually packed, 2 dozen to shipping carton. Weight — 7 1/2 lbs.



250503

250502 5" Glitter Ball. Individually packed, 2 dozen to shipping carton. Weight — 7 1/2 lbs.

250503 5" Crystalline Ball. Individually packed, 2 dozen to shipping carton. Weight — 7 1/2 lbs.



250802 8" Glitter Ball. Packed 1 dozen. Weight — 7 3/4 lbs.

250803 8" Crystalline Ball. Packed 1 dozen. Weight — 7 3/4 lbs.

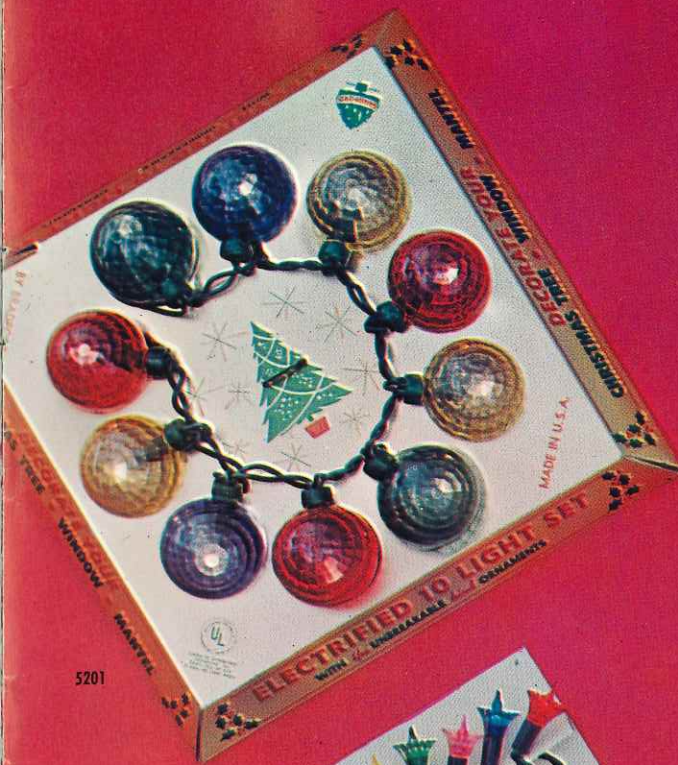
2505 5" Plated Ball. Individually packed, 2 dozen to shipping carton. Weight — 7 1/2 lbs.

2515 5" Window Ball with assorted inserts. Individually packed, 2 dozen to shipping carton. Weight — 7 1/2 lbs.

6203 13" Crystal Chandelier — assorted mistletoe and holly trim. 2 tiers of cut crystal balls, each tier fringed with mistletoe or holly. Individually boxed. Packed 1 dozen. Weight — 8 lbs.



## NOVELTY LIGHT SETS



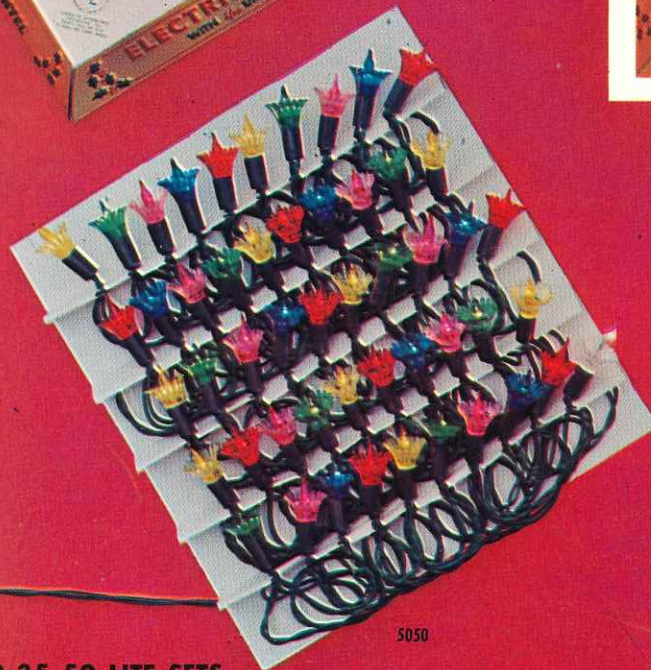
5201



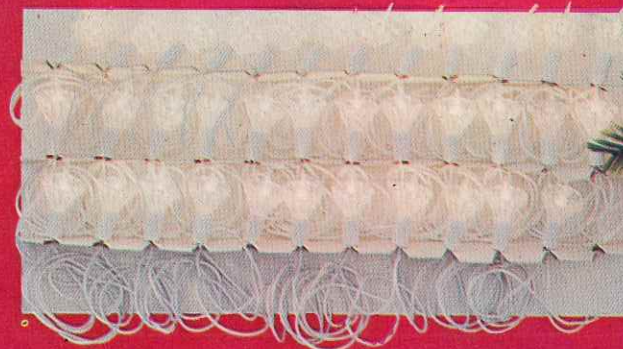
5704



5161



5050



5035



5020

### 20-35-50 LITE SETS

Bradford offers a full line of U.L. approved sturdy 20, 35 and 50 Miniature Light Sets. Each set individually boxed, fully tested. Spare bulbs attached to each cord. Packed 1 dozen to shipping carton.

5020 U.L. APPROVED 20-LITE SET.

5035 U.L. APPROVED 35-LITE SET.

5050 U.L. APPROVED 50-LITE SET.

### 10-LITE SETS

Bradford's new Boutique look includes a 10-lite set decorated with Bradford's popular ornamental designs. When illuminated, each design creates a unique lighting effect. Each set individually packed in gold color display box. 1 dozen to shipping carton. Weight—approx. 6 lbs.

5160 10-LITE SET WITH 2 1/4" BELL DECORATIONS.

5161 U.L. APPROVED 10-LITE SET WITH 2 1/4" BELL DECORATIONS.

5200 10-LITE SET WITH 2" BALL DECORATIONS.

5201 U.L. APPROVED 10-LITE SET WITH 2" BALL DECORATIONS.

5704 U.L. APPROVED 10-LITE SET WITH 4" DIAMOND DECORATIONS AND STAINED GLASS NATIVITY SCENE.





1515



1520



7794

4805

7784



7500



1512



1500



7797



7088

1523 26" Decorated Stocking. 3 assorted styles. Bagged. Packed 3 dozen. Weight — 5 lbs.

1520 20" Decorated Stocking. Bagged. Packed 4 dozen. Weight — 6 lbs.

7794 13" Musical Half Bell for Door or Wall Decoration. Individually boxed. Packed 6 pcs. Weight — 6 lbs.

7795 13" Double Bell Door Decoration. Individually packed, 6 pieces. Weight — 9 lbs.

13810 Hanging Round Musical Bell. Packed 6 pieces. Weight — 12 lbs.

7784 4 Gold Plastic Bows — satin-like finish, 3". Carded. Packed 6 dozen. Weight — 5 lbs.

7782 2 Gold Plastic Bows — satin-like finish, 4 1/2". Carded. Packed 6 dozen. Weight — 6 lbs.

7781 Individual Gold Plastic Bow — satin-like finish. 6". Carded. Packed 6 dozen. Weight — 7 lbs.

## Wreaths

## ALSO SEE PAGE 24

7141 14" Italian Style Holly Wreath. Packed 6 dozen. Weight — 15 lbs.

7165 16" Italian Style Holly Wreath. Packed 3 dozen. Weight — 12 lbs.

7162 16" Lycopodium Wreath with Gold Bow. Packed 2 dozen. Weight — 12 lbs.

7500 Candle Centerpiece Set. 3 assorted styles. Packed 3 dozen. Weight — 18 lbs.

7797 Cello-wrapped Decorated Wicker Basket, 7"x8 1/2". Packed 2 dozen. Weight — 8 lbs.

7798 Decorated Composition Basket, 7"x8 1/2". Packed 3 dozen. Weight — 12 lbs.

1503 2 1/2" Foil Reflector Daisy. 6 pieces on card. Packed 3 dozen cards. Weight — 8 lbs.

1500 1 3/4" Foil Reflector Daisy. 6 pieces on card. Packed 6 dozen cards. Weight — 10 lbs.

7088 8" Vinyl Wreath. Assorted. Decorated with Santa or Angel and Bow. Packed 3 dozen. Weight — 8 lbs.

1515 Christmas Vest. Decorated, 2 styles. Packed 2 dozen. Weight — 5 lbs.

1512 Christmas Aprons. Decorated, 2 styles. Packed 3 dozen. Weight — 6 lbs.



4800

4800 3—10" Sitting Pixies. Carded. Packed 2 dozen. Weight — 6 lbs.

4805 2—9" Kneeling Pixies. Carded. Packed 3 dozen. Weight — 7 lbs.

4807 3—10" Pixies, assorted styles. Boxed. Packed 1 dozen. Weight — 5 lbs.



BRADFORD INTRODUCES A NEW AND VARIED LINE OF ARTIFICIAL SCOTCH PINE AND CYPRESS TREES. THESE TREES ARE DESIGNED TO SIMULATE THE DENSE FOLIAGE OF A RICH NATURAL TREE.

### SCOTCH PINE

Each tree is made of flame-proof PVC and other self extinguishable materials and is easily assembled. 4', 6' and 7½' trees are available in Green, Red Pine or Blue Spruce. Individually packed with tree stand.



## ARTIFICIAL CHRISTMAS TREES

Description	Item No. 7½'	Item No. 6'	Item No. 4'
Green Traditional	8270	8260	8340
Green Classic	8373	8363	
Green Special	8170	8160	
Blue Spruce	8570	8560	
Red Pine	8670	8660	





## CYPRESS TREES

A NEW TREE  
WITH AN AMAZING  
NATURAL LOOK

Green life-like polyethylene tree with sturdy molded trunk. Easily assembled. Individually packed with tree stand.

8690 CYPRESS TREE, 6'. WEIGHT — 15 LBS.  
8790 CYPRESS TREE, 7'. WEIGHT — 20 LBS.



7240 24" Italian Style Holly Wreath. Packed 3 pieces.  
Weight — 8 lbs.



7202 20" Cedar Wreath. Packed 1 dozen. Weight — 12 lbs.

ALSO SEE PAGE 22

Rec'd 5/19/66

(EA)

## MERCHANDISERS

BRADFORD ITEMS CAN BE ORDERED IN PRE-PACKED CORRUGATED MERCHANDISER WHICH SERVES AS BOTH A SHIPPING CARTON AND POINT-OF-SALE FLOOR DISPLAY. MERCHANDISER TELLS BRADFORD'S SELLING STORY. SEE PRICE LIST FOR AVAILABLE ASSORTMENTS.

### PLEASE NOTE:

1. ASSORTED COLORS refers to an assortment of Red, Blue, Gold, Green and Silver.
2. TERMS: All shipments F.O.B. Factory, Boston, Massachusetts\*. 2% 10 days; net 30 days. All sales final.  
\*Does not pertain to Christmas Trees.
3. Merchandise only available in standard packing and colors as stated in catalog.
4. Refer to Price List for packing of items marked "Manufacturers" or "Bulk" pack.

## BRADFORD NOVELTY CO., INC.

200 FIFTH AVENUE • SUITE 1461/3 AND PENTHOUSE • NEW YORK 10, N. Y.  
FACTORY: BOSTON, MASS.

### SALES OFFICES

NEW YORK CITY, N. Y. • CHICAGO, ILL. • SAVANNAH, GA.  
ATLANTA, GA. • LOS ANGELES, CALIF. • KANSAS CITY, MO.  
DALLAS, TEXAS • BOSTON, MASS.

### EXCLUSIVE CANADIAN REPRESENTATIVE:

TINSEL MANUFACTURING LIMITED, 1151 VICTORIA PARK AVE., SCARBORO, ONTARIO

